

Message Text

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UNCLAS JOHANNESBURG 764

E.O. 11652: N/A

TAGS: BBBR, BEXP, SF

SUBJECT: GLOBAL MARKET RESEARCH: ELECTRIC ENERGY SYSTEMS

REF: (A) JOHANNESBURG 730; (B) USDOC 7263

1. BID FROM MIDDLE WEST SERVICE COMPANY HAS NOT YET ARRIVED.
OTHER THREE BIDS ARE SUMMARIZED BELOW AND THOSE DOCUMENTS WERE
AIRMAILED TODAY, MAY 30, AND REGISTERED.

2. DEVELOPMENT AND MARKETING. GRAHAM ROBERTSON, MANAGING DIRECTOR,
HAS HAD SEVERAL DISCUSSIONS WITH US CONCERNING THIS PROJECT.HIS
FORMAL BID TO COMPLETE THE STUDY, AS SPECIFIED RPT AS SPECIFIED,
IS R28,800 OR US\$42,236. HE PROPOSES THREE HUNDRED NINE INTERVIEWS,
STRUCTURED AND UNSTRUCTURED. TIME HAS BEEN ALLOCATED TO DESK RESEARCH

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FIELD WORK AND ANALYSIS, AND PREPARATION OF THE REPORT. ROBERTSON
HAS ACCURATELY POINTED OUT SEVERAL FACTORS WHICH HAVE LED TO THE
HIGH COST OF THE SURVEY: UNRELIABILITY OF TRADE ASSOCIATION
STATISTICS IN SOUTH AFRICA, NO ACCURATE PRODUCTION LEVEL FIGURES,
BROAD PRODUCT DEFINITIONS USED IN CUSTOMS AND EXCISE FIGURES, AND
THE WIDE GEOGRAPHIC SPREAD OF THE MARKET PLACE. ROBERTSON DID POINT
OUT THAT IF THE STUDY WERE TO EXCLUDE THE RELATIVELY SMALL MARKET FOR
PORTABLE AND MOBILE GENERATORS, SOME 10PCT OF THE TOTAL, APPROXIMATELY
ONE HALF OF THE FIELD WORK COULD BE ELIMINATED.

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3. MARKET RESEARCH AFRICA. MRA'S FORMAL BID TO CONDUCT THE

SURVEY IS R9750 OR US\$14,355. SIXTY DEPTH AND SEMI-STRUCTURED INTERVIEWS ARE NECESSARY, INCLUDING TRADE ASSOCIATIONS, UTILITY COMPANIES, MANUFACTURERS, AND OTHER INDUSTRIAL SECTORS. MRA HAS ALSO ALLOED FOR DESK RESEARCH, A THREE-STAGE PROGRAM OF INTERVIEWING, AND FINAL PREPARATION OF THE REPORT.

4. P.E. CONSULTING GROUP S.A. (PTY) LIMITED. P.E.'S BID PRICE IS R16,190 OR US\$23,800. P.E.'S STUDY WOULD TO SOME EXTENT INCLUDE NEIGHBORING COUNTRIES INVOLVED IN SOUTH AFRICA'S POWER TRANSMISSION GRID. P.E. PROPOSES EIGHTY-TWO INTERVIEWS, INCLUDING ESCOM, LOCAL AUTHORITIES AND OTHER GOVERNMENTAL ORGANIZATIONS. THE STUDY WOULD COMPRISE THREE STAGE-DESK RESEARCH, FIELD RESEARCH, AND ANALYSIS/REPORT WRITING.

5. IN ALL THREE PROPOSALS THERE WOULD BE NO SUB-CONTRACTING. TECHNICALLY QUALIFIED PEOPLE WOULD CONDUCT THE STUDY.

6. WITHOUT HAVING THE FORMAL BID FROM MIDDLE WEST SERVICE COMPANY, WE ARE SOMEWHAT RELUCTANT TO MAKE A DEFINITIVE RECOMMENDATION BUT WOULD AT THIS POINT STRONGLY SUGGEST AWARDING THE CONTRACT TO DEVELOPMENT AND MARKETING. WHILE ALL THREE PROPOSALS ARE OUTSTANDING, GRAHAM ROBERTSON OF DEVELOPMENT AND MARKETING IMPRESSES US AS BEING THE MOST CONSCIENTIOUS OF ALL. HE IS AWARE THAT HIS BID IS EXTREMELY HIGH, AND WE ASKED HIM IF THE PRICE COULD BE REDUCED. ROBERTSON FELT THAT IF THE STUDY IS TO BE CONDUCTED ACCORDING TO COMMERCE'S SPECIFICATIONS, HIS BID MUST STAND AS IS. HE COMMENTED THAT THE BRIEF PREPARED IN COMMERCE IS THE FINEST HE HAS EVER SEEN.

7. BIDDERS WISH TO KNOW OUTCOME OF PROPOSALS AS SOON AS POSSIBLE BECAUSE OF THE NEED TO SCHEDULE VARIOUS PROJECTS.

8. AS SOON AS THE BID IS RECEIVED FROM MIDDLE WEST, DETAILS WILL BE CABLED AND DOCUMENT FORWARDED.
GUTHRIE

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